

Application No.: 10/772,752

Amendment dated: April 13, 2006

Reply to Final Office Action of January 13, 2006

Attorney Docket No.: 22176.28 (ITW-14460)

This listing of claims will replace all prior versions and listings of claims in this application:

a.) Listing of Claims

1. (Currently Amended) A multi-layer material for forming an image on a substrate, the multi-layer material comprising an embossed layer comprising a plurality of panels, wherein each individual panel is tinted with one of the YMCK colors and is holographically and optically variably configured to diffract incoming light at a predetermined reflection angle  $\alpha_n$ , which predetermined angle  $\alpha_n$  is different for each individual panel.

2. (Previously Presented) The material of claim 1, wherein each individual panel is holographically and optically variably configured by being embossed to diffract incoming light at the predetermined angle  $\alpha_n$ , which angle  $\alpha_n$  is different from the angles of reflection of the embossings in other panels.

3. (Previously Presented) The material of claim 1, wherein each individual panel is holographically and optically variably configured to comprise a plurality of pixels embossed in such a way that all pixels disposed within the same individual panel diffract incoming light at the predetermined angle of  $\alpha_n$ , resulting in a multi-panel arrangement wherein each panel comprises pixels embossed to diffract incoming light at an angle different from the angles of diffraction of the pixels in other panels.

4. (Previously Presented) The material of claim 1, further comprising a thermally stable layer, a wear resistant layer or top coat, a reflective layer overlaid upon the embossed layer and a heat activated adhesive layer serving to attach the material to the substrate upon heat activation.

5. (Currently Amended) The material of claim 1, wherein each of angles  $\alpha_n$  ( $n \leq 256$ ) ~~is assigned~~ corresponds to a number.

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6. (Cancelled)

7. (Withdrawn) A method of forming a color image having a holographic appearance on a substrate, the image being comprised of image forming pixels, the method comprising: providing a transfer material having an embossable layer comprising a plurality of panels, wherein each individual panel is tinted with one of the primary colors and is processed to diffract incoming light at a predetermined reflection angle  $\alpha_n$ , which predetermined angle  $\alpha_n$  is different for each panel; and forming the color image on the substrate by selective pixel transferring of the image forming pixels from each individual panel tinted with one of the primary colors onto the substrate.

8. (Withdrawn) The method of claim 7, wherein selective pixel transferring comprises heat activating of each pixel of the image forming pixels and causing each pixel to separate from the transfer material and to adhere to the substrate.

9. (Withdrawn) The method of claim 8, wherein selective pixel transferring comprises heat activating of each pixel of the image forming pixels and causing each pixel to separate from the transfer material and to adhere to the substrate.

10. (Withdrawn) The method of claim 7, further comprising providing a computer controlling selective pixel transferring of the image forming pixels from the transfer material to the substrate to form the holographic image.

11. (Previously Presented) A multi-layer material for forming an image on a substrate, wherein any layer of the multi-layer material is tinted with one of the YMCK colors, the material comprising an embossed layer comprising a plurality of panels, wherein each individual panel corresponds to one of the YMCK colors and is holographically and optically variably configured to diffract incoming

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light at a predetermined reflection angle  $\alpha_n$ , which predetermined angle  $\alpha_n$  is different for each individual panel.

12. (Withdrawn) A method of forming an image having a holographic appearance on a substrate, the image being comprised of image forming pixels, the method comprising: providing a multi-layer transfer material wherein any layer of the multi-layer material is tinted with one of the primary colors, the material having an embossable layer comprising a plurality of panels, wherein each individual panel corresponds to one of the primary colors and is processed to diffract incoming light at a predetermined reflection angle  $\alpha_n$ , which predetermined angle  $\alpha_n$  is different for each panel; and forming the image on the substrate by selective pixel transferring of the image forming pixels from each individual panel tinted with one of the primary colors onto the substrate.

13. (Withdrawn) The method of claim 12, wherein selective pixel transferring comprises blending individual pixels.

14. (Withdrawn) The method of claim 12, wherein forming the color image on the substrate by selective pixel transferring comprises forming stand alone pixels on the substrate.

15. (Previously Presented) A holographic image formed on a substrate, the holographic image comprising a plurality of multi-layer holographic pixels formed on the substrate by separating each multi-layer pixel from a tinted multi-layer image forming material and adhering each multi-layer pixel to the substrate in a pixel-by-pixel transfer process, wherein the tinted multi-layer image forming material comprises an embossed layer having a plurality of panels holographically and optically variably configured to diffract incoming light at a predetermined diffraction angle  $\alpha_n$  and wherein each of the multi-layer pixels is comprised of either a multi-layer pixel tinted in one of the primary colors or of more than one

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multi-layer pixels tinted in one of the primary colors, and wherein each multi-layer pixel diffracts light at a the predetermined diffraction angle  $\alpha_n$ .